



## Introducing *Omni* cigarettes

The first premium tasting cigarette created to significantly reduce carcinogenic PAHs, nitrosamines, and catechols, which are the major causes of lung cancer in smokers.

### QUESTIONS & ANSWERS

**Question:** Who is Vector Tobacco (USA) Ltd.?

**Answer:** Vector Tobacco is a new innovative research and tobacco company committed to developing cigarettes that address the health risks commonly associated with smoking. Our parent company, Vector Group Ltd. (NYSE:VGR) also owns Liggett Group Inc., one of the oldest and most established cigarette manufacturers in the United States.

**Question:** What are PAHs, nitrosamines and catechols?

**Answer:** They are carcinogenic compounds that are found in tobacco and cigarette smoke. The scientific community has identified them as cancer-causing agents.

**Question:** How do the carcinogenic compounds get reduced in Omni?

**Answer:** During the manufacturing process, several complex catalysts are applied to the tobacco, the effect of which is to significantly reduce the carcinogenic compounds generated during smoking. Carcinogens are also reduced through an advanced tobacco curing process and filtration system.

**Question:** Does Omni look, smoke and taste like a regular cigarette?

**Answer:** Yes, because it is a regular cigarette. The only difference is that Omni has significantly reduced levels of carcinogenic compounds. Reduction of the carcinogenic compounds does not affect the taste of the product.

**Question:** How will Omni be priced?

**Answer:** Omni will be a premium, full priced brand. (Just like Marlboro or Winston)

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**Question:** Have smokers indicated that they are interested in a brand like Omni?

**Answer:** Yes. Our quantitative research study revealed that 81% of adult smokers 35 and older indicated they would either "definitely" or "probably" purchase the Omni brand.

**Question:** How will Omni be promoted at retail?

**Answer:** During the introduction period, Omni will be promoted at \$6.00/.60¢ off per carton/pack. A custom four-carton shipper display will also be made available to generate additional exposure and highlight the promotional offer.

**Question:** How will Omni be advertised?

**Answer:** We plan to use high impact magazines to carry both single page and two-page color ads. In addition, full-page newspaper ads are scheduled to appear in most major markets to create high levels of consumer awareness.

**Question:** What types of magazines will Omni be featured in?

**Answer:** Omni advertisements are scheduled to run in magazines such as Time, People, Playboy, TV Guide, Better Homes and Gardens, and Ladies Home Journal. A wide assortment of publications will be used to ensure that all smokers are made aware of Omni's reduced carcinogens.

**Question:** How often will a smoker see an Omni ad?

**Answer:** On average, 94% of adult smokers will see an ad for Omni a minimum of 15 times during the complete rollout schedule.

**Question:** Will there be other marketing support for Omni?

**Answer:** After the initial introductory period, Omni will be supported with media delivered promotions as well as direct mail programs to build consumer loyalty and sales momentum. In addition, wholesale and retail promotional support will ensure continued trial and repeat business.

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